



BUILDING AN ECONOMY OF HOPE & CONFIDENCE

Alderman James Vos
Mayoral Committee Member for
Economic Growth



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD



INVEST CAPE TOWN



KEY ECONOMIC OPPORTUNITY SECTORS

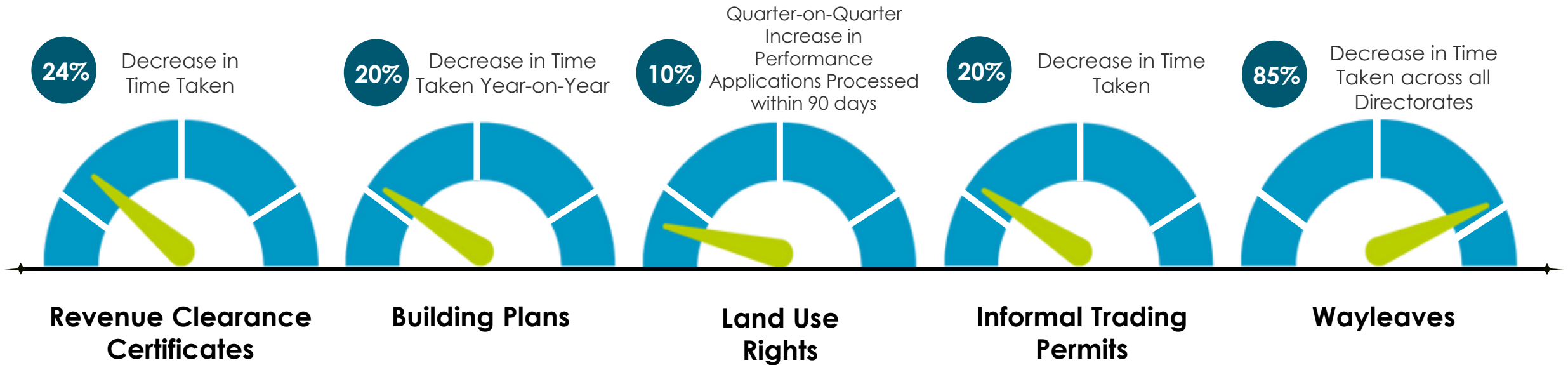
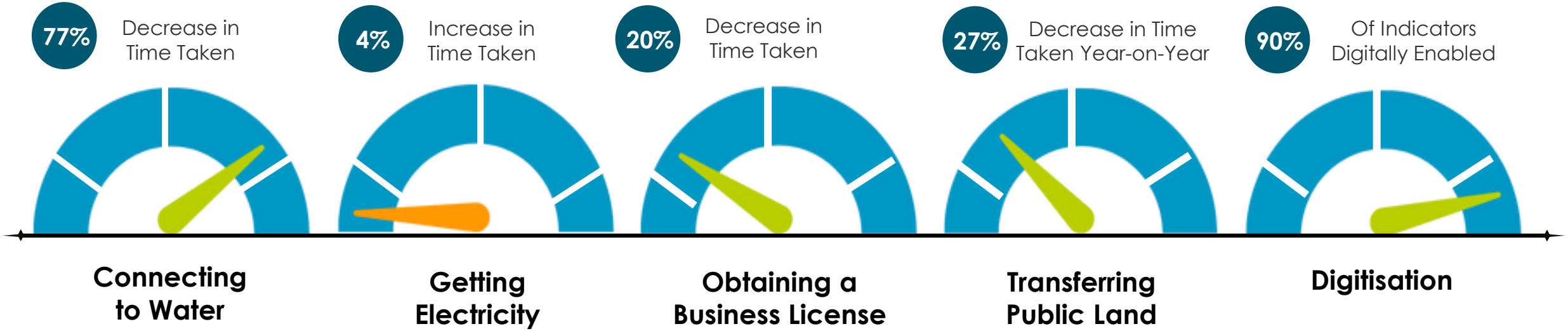
BUSINESS SERVICES	▪ BPO and IT are one of the largest contributor to employment growth in Cape Town over the last 10 years. ▪ 132 investments projects and a capex value of R3.6 bn between 2015 to 2024.
BLUE ECONOMY	▪ The total value of exports of marine manufacturing is approximately R3.9 bn per annum, employing 3 800 people in the Western Cape.
FILM & MULTIMEDIA	▪ The film industry directly contributes over 16 000 jobs across local and international productions.
TOURISM	▪ Last year, Cape Town welcomed 2,8 million overnight visitors, contributing R24.5 billion to the local economy.
GREEN ECONOMY	▪ Over 80% of green energy project developers in South Africa have headquarters in Cape Town, with the Atlantis Special Economic Zone (SEZ) located within the city.
ELECTRONICS	▪ Electronics form a relatively small but important contribution to foreign exchange earnings. In 2025, the sub-sectors of electrical machinery contributed R7,5 bn to the Cape Town economy.
FOOD AND BEVERAGE MANUFACTURING	▪ Food and Beverage Manufacturing is the largest of Cape Town's manufacturing industries contributing 6.2% to Cape Town's GVA at R94.5 bn and employing over 38 600 people.
CLOTHING AND TEXTILES	▪ Major employer of 14,700 individuals – the fourth-largest employer in the manufacturing sector. It contributed R17.6 bn to the local economy and had a trade balance of R3,4 bn in 2025.
ECOMMERCE	▪ The Online Retail in South Africa 2025 report revealed that online shoppers grew from 27% of adults in 2020 to 37% in 2025, with forecasts that online sales (in the country) were expected to be R130 bn in 2025.
TOWNSHIP/ INFORMAL ECONOMY	▪ In the 2024/2025 FY, the City committed R141 million to Cape Town's informal economy and small businesses for infrastructure developments and upgrades, and the provision of business support programmes.

Source: Quantec; Spatial Tax Panel; fDi Markets, a service from The Financial Times; Cape Town Tourism; World Wide Worx

The background of the slide is a photograph of a modern city street. On the left, a blue and white bus is stopped at a traffic light. In the background, there is a large, modern building with a glass facade and a distinctive dome structure. The right side of the slide is covered by a dark blue semi-transparent overlay containing white text.

CREATING CONDITIONS FOR ECONOMIC GROWTH

- R120 billion infrastructure over 10 years
- Business Support Policy
- Manufacturing Support Policy
- Cape Trade Portal
- Tourism Framework
- Special Purpose Vehicles Programme
- Investment Facilitation
- Ease of Doing Business Index





THE BUSINESS HUB.

Supplier Development

Smart Procurement

Introduction to Marketing and Sales

How to Tender

How to Price a Tender

AI-powered Social Media Advertising

Introduction to Financial Planning

Attracting Funding for your Purchase Order

Understanding Economic Cycles

Business Improvement

Video Marketing on a Budget with AI Assistance

Conflict Management

Email Marketing with AI Assistance

Data Analytics and Marketing Automation with AI

Customer Centricity

AI-Enhanced Google Ads and Paid Search Campaigns

Operational Planning

Youth Entrepreneurship

Budgeting Fundamentals

Personal and Team Dynamics

JOBS CONNECT

Powered by  **J O B J A C K**

The City of Cape Town in association with Leelyn is identifying unemployed Cape Town residents to assist them in going through an assessment and work readiness process with the end goal of finding a job. Below are some of the jobs available after completion of the process:

[Sign Up](#)

[Log In](#)

Job Filters:

All

Job Type

Location Suburb

[Refresh jobs](#)



Part-Time Sales Assistant

Delft, Cape Town



**Merchandiser Learnership -
Checkers Constantia**



Collector

Avondale, Cape Town



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James Vos, Mayco Economic Growth

INVESTMENT PROMOTION AGENCIES



SPECIAL PURPOSE VEHICLES



SPECIAL ECONOMIC ZONE



SA EMBASSIES ABROAD,
DTIC & BRAND SA



NATIONAL
GOVERNMENT IN CT



BUSINESS ORGANISATION



WESTERN CAPE GOVERNMENT



CAPE TOWN BUSINESS BANKS & INVESTMENT
FACILITATORS

MAYCO
ECONOMIC DEVELOPMENT & INVESTMENT
INTERNATIONAL RELATIONS
OTHER DEPARTMENTS



EXPANDING MARKET ACCESS

- Cape Trade Portal: Free Wesgro trade support platform helping Cape Town businesses access export markets.
- Provides Practical guidance on exports, customs, logistics, compliance and trade agreements.
- Connects businesses to funding, market access opportunities and trade-ready support.



8,193
Products and
Services



2,068
Registered
Western Cape
Businesses



1,251
Verified
Western Cape
Exporters



609
Registered
International
Buyers

As of 31 March 2025 (as per quarterly report Q4 24/25)

A TOURISM STRATEGY BUILT FOR GROWTH

INCREASE DEMAND, MORE IMPACT

- More arrivals and longer stays
- Increased visitor spend
- More air access
- Greater geographic spread
- Place marketing backed by conversion

2030 TARGETS

- 5 Million visitors (2.8m domestic, 2.2m international)
- R32.4 Billion visitor spend
- 183,000 Jobs

Reducing Obstacles to Growth

- Tourism safety and security
- Access and infrastructure
- Product innovation and diversification

Synchronised Marketing

- Leisure marketing
- MICE marketing

Tourism Framework 2030

Strengthening Responsible Tourism

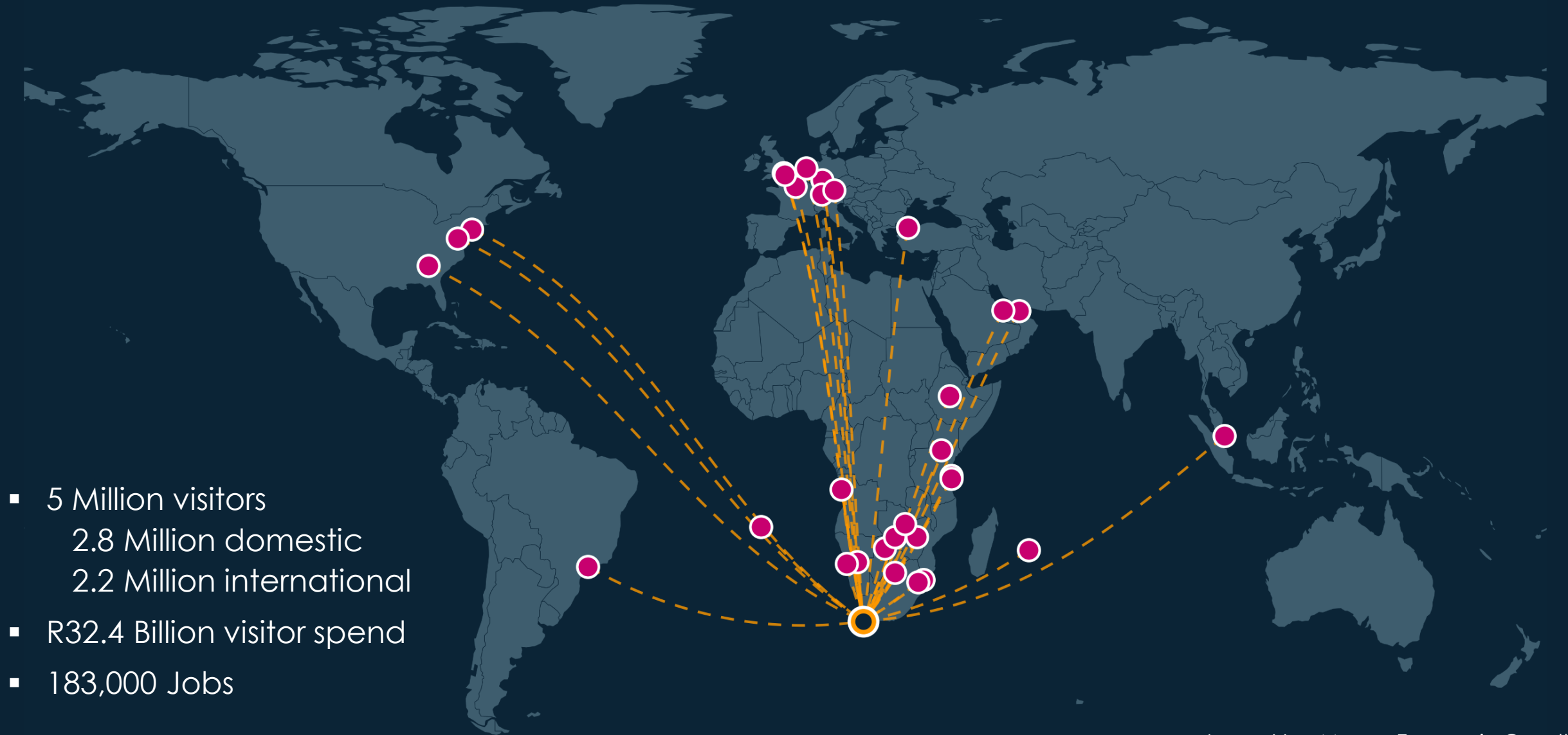
- Responsible tourism policies and practices
- Universal access for visitors
- Community awareness and engagement

Visionary Leadership

- Tourism leadership and partnerships
- Performance measurement and monitoring

Cape Town's international route network

IATA Winter 2026/27 schedule — 32 international destinations



More ways to reach Cape Town

Shoulder season increased capacity



Airlines flying to Cape Town

28 carriers across Africa, Europe, Asia & the Middle East, and the Americas — 2026



EXPORT

PERFORMANCE HIGHLIGHTS FOR 2025

Total Airport Passenger Movement

11,1 million; 7% passenger growth

Total Airport Cargo

88 757 tonnes; 25% cargo growth

Total Container Movements

843 599

Total Cargo

5,3 million tonnes



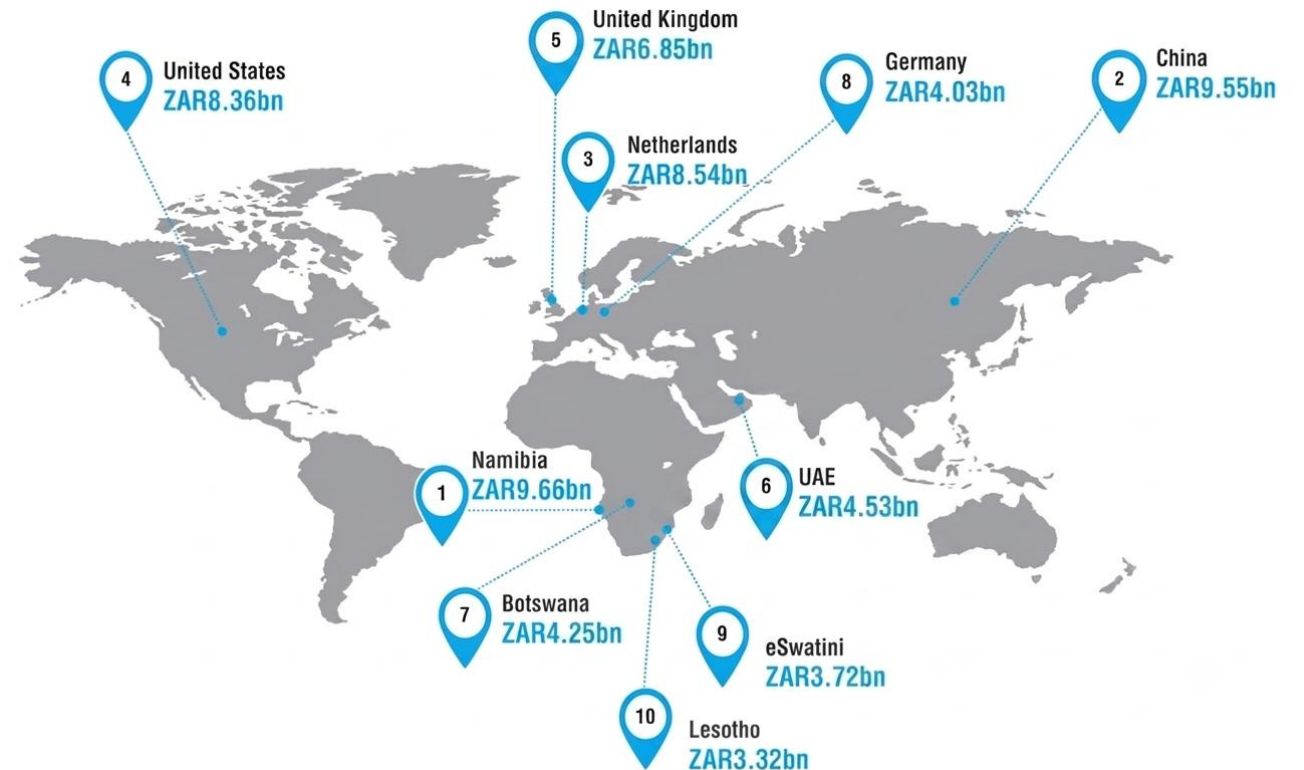
GLOBAL IMPORT AND EXPORT TRENDS

R130 bn

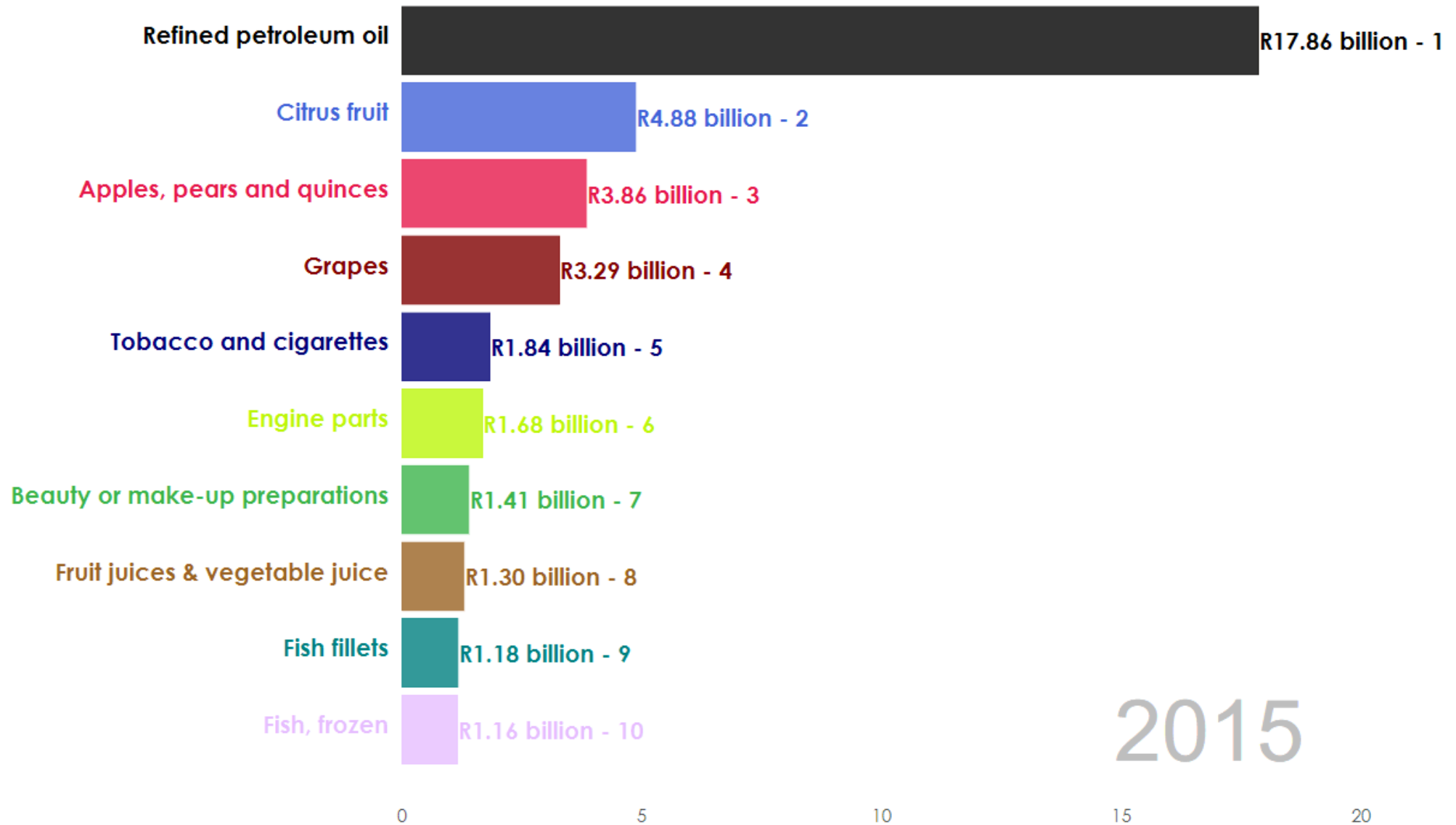
Export earnings – 63,6% of Western Cape total (2025)

R284 bn

Imports – 91,6% of Western Cape total (2025)



CapeTown's top 10 exports, 2015-2024



2015

A man in a dark blue suit and pink tie stands in front of a large jet engine, giving a thumbs up. The engine is a large, dark, multi-bladed turbine. The man is smiling and looking towards the camera.

REFORMS THAT SUPPORT ECONOMIC OPPORTUNITIES

Open Skies: Expand air connectivity between African cities to move people, goods, investment and tourism more efficiently.

Modern visa systems: Introduce simpler, faster and more predictable visa processes to support business travel, skills, mobility and investment.

Private-sector participation in port operations: Bring greater competition, expertise and investment into port operations to improve efficiency, reduce delays and strengthen export competitiveness.



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